ORDER

104117 Orders Order / Rev: 06831873 Alt Order #: Product Desc: BERKLEY FOR SENATE Estimate: Flight Dates: 08/28/12 - 09/03/12 Primary AE: Amy McCreary Original Date / Rev: 07/09/12 / 07/09/12 Sales Office: BLPHI Order Type: **GENERAL** Sales Region: National Agency Name: Shorr Johnson Magnus **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 1831 Chestnut St. Billing Cycle: EOM/EOC Philadelphia, PA 19103 Agency Commission: 15% Advertiser Name: Berkley, Shelley for Senate Demographic: A35+ New Business Thru:

Bill Plan

PLC01 Product Codes: Priority:

SELECT PRIORITY CODE

POLITICAL/AGY, PCAN, GEN

Totals

Order Separation:

Advertiser External ID:

Agency External ID:

Start Date End Date # Spots Gross Amount Net Amount 08/27/12 09/03/12 73 \$53,950.00 \$45,857.50

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	73	\$53,950.00	\$45,857.50	0.00
Totals	73	\$53,950.00	\$45,857.50	0.00

00:15:00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	49%	\$53,950.00
Market	100%	\$110,102.04

Revenue Codes:

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	20%	\$22,020.41
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	16%	\$17,616.33
KTUD	0%	\$0.00
KVVU	13%	\$14,313.27
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$2,202.04

	Ln	Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
-	E 1	KSNV	08/28/12	08/31/12	M-F 5-6a WakeUp w/V M-F 5-6a WakeUp w/V		5-6a	-TWTF	:30	8	\$400.001	0.00 NM	8	\$3,200.00
		NEWS			•	•								
		Star	t Date I	End Date	Weekdays Spo	ts/Week	<u>Rate</u>	Rating				1		
	W	eek: 08/2	27/12	09/02/12	∽TWTF	8	\$400.00	0.00				1		

Print Date: 07/09/12 10:48:57

KSNV

Page 2 of 4

Order / Rev:

104117

06831873

Advertiser:

Berkley, Shelley for Senate

Alt Order #: Flight Dates:

08/28/12 - 09/03/12

Product Desc: Estimate: BERKLEY FOR SENATE

30S

End Inventory Code Break Start/End Time Days Ιn Ch Start Len Spots Rate Pri Rtg Type Spots Amount KSNV 08/28/12 08/31/12 M-F 5-6a WakeUp w/WaQM :30 \$400.001 0.00 NM \$3,200,00 M-F 5-6a WakeUp w/Wagners **NEWS** Start Date End Date Rating Weekdays Spots/Week Rate Week: 08/27/12 09/02/12 -TWTF--\$400.00 0.00 :30 \$400.001 0.00 NM KSNV 09/03/12 09/03/12 M-F 5-6a WakeUp w/WaQM 5-6a M-----2 2 \$800.00 M-F 5-6a WakeUp w/Wagners **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating 09/09/12 M----\$400.00 Week: 09/03/12 0.00 KSNV 09/03/12 09/03/12 M-F 6-7a WakeUp w/WaQM 6-7a M----:30 \$700.001 0.00 NM 2 \$1,400.00 M-F 6-7a WakeUp w/Wagners **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating 09/09/12 \$700.00 Week: 09/03/12 M-----0.00 KSNV 08/28/12 08/31/12 6-7a M-F 6-7a WakeUp w/WaQM -TWTF--:30 \$700.001 0.00 NM \$5,600.00 M-F 6-7a WakeUp w/Wagners **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating 09/02/12 -TWTF---Week: 08/27/12 \$700.00 0.00 E 5 KSNV 09/03/12 09/03/12 **Today Show** CM 658a-9am M----:30 1 \$1,400,001 0.00 NM \$1,400.00 Today Show **TODAY** Start Date Spots/Week Rating End Date <u>Weekdays</u> Rate Week: 09/03/12 09/09/12 \$1,400.00 0.00 E 6 KSNV 08/28/12 08/28/12 **Today Show** CM 658a-9am -T----:30 1 \$1,400.001 0.00 NM \$1,400.00 Today Show TODAY Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 08/27/12 09/02/12 \$1,400.00 0.00 СМ KSNV 08/28/12 08/31/12 \$425.001 0:00 NM Noon News 12-1230pm --TWTF---:30 \$1,700.00 Noon News **NEWS** End Date Spots/Week Rating Start Date **Weekdays** Rate Week: 08/27/12 09/02/12 -TWTF--\$425.00 0.00 KSNV 09/03/12 09/03/12 :30 \$425.001 0.00 NM Noon News CM 12-1230pm M-----1 \$425.00 Noon News **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating M----Week: 09/03/12 09/09/12 \$425.00 0.00 M-F Today Show II 3rd HBM KSNV 09/03/12 09/03/12 9-10a M----:30 \$500.001 0.00 NM \$500,00 M-F Today Show II **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating 09/09/12 M-\$500.00 Week: 09/03/12 0.00M-F Today Show II 3rd HCM E 10 KSNV 08/28/12 08/31/12 9-10a -TWTF--:30 \$500.001 0.00: NM \$2,000.00 M-F Today Show II **NEWS** Start Date **End Date** Spots/Week Weekdays Rate Rating -TWTF--Week: 08/27/12 09/02/12 \$500.00 0.00 430-5pm E 11 KSNV 08/28/12 08/31/12 News 3 at 430pm :30 \$700,001 0.00 NM CM -TWTF--\$2,800.00 News 3 at 4:30PM **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating ~TWTF~~ Week; 08/27/12 09/02/12 \$700.00 0.00 E 12 KSNV 09/03/12 09/03/12 News 3 at 430pm CM 430-5pm :30 \$700.001 0.00 NM \$700.00 News 3 at 4:30PM **NEWS** Spots/Week Rating Start Date End Date Weekdays Rate Week; 09/03/12 09/09/12 \$700.00 0.00 E 13 KSNV 09/03/12 09/03/12 4-430p M-----\$700.001 0.00 NM \$700.00 CM :30

Print Date: 07/09/12 10:48:57 Page 3 of 4 Order / Rev: 104117 Advertiser: Berkley, Shelley for Senate

Alt Order #: 06831873

Flight Dates:

BERKLEY FOR SENATE Product Desc:

08/28/12 - 09/03/12

Estimate:

30\$

KSNV

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Print Date: 07/09/12 10:48:57

Totals

73

\$53,950.00

Page 4 of 4 Order / Rev: 104117 Advertiser: Berkley, Shelley for Senate

Alt Order #: 06831873 Product Desc: BERKLEY FOR SENATE **KSNV** Flight Dates: 08/28/12 - 09/03/12 Estimate: 30S

Break Start/End Time Ln Ch End **Inventory Code** Days Len Spots Rate Pri Rtg Type Spots Start Amount Sports Night in Las Vegas Sports Night in Las Vegas SPORTS NIGHT Start Date End Date <u>Weekdays</u> Spots/Week Rate Rating ----s Week: 08/27/12 09/02/12 \$200.00 0.00 E 26 KSNV 09/01/12 09/01/12 Saturday Today СМ ----5-:30 \$625.001 0.00 NM 2 \$1,250.00 7a-9am Saturday Today SAT TODAY Start Date End Date Weekdays Spots/Week Rate Rating ----5-Week: 08/27/12 09/02/12 \$625.00 0.00